COMES OF PEASANT STOCK

Advanced by Hard Work and a Genius for Politics.

PLAYS THE GAME ALWAYS

Although Leader of Socialist Labor Party, Is Not Too Advanced in Socialism.

Foreign Correspondence of The Star.

LONDON, October 23, 1911. Ramsay Macdonald, M. P., who has just Special Dispatch to The Star. resigned the secretarial duties of the labor party, is not yet forty-five. He has Shenandoah both clear. been less than six years in parliament. but his political success is assured. He remains leader of the party and is regarded by many as the coming radical prime minister. By fr end and foe alike he is acknowledged to have the qualities of a statesman, to be a man fit for office. When he speaks in the house of commons between river and field, being equally bass at Occoquan a trial. listens with respect. Outside the walls of willing to catch a few fish or shoot rabthe heat is always tempered by native of the king fowls.

reer. Ramsay Macdonald has an aptitude for politics. He set himself to become a statesman, as others set out to become cies in the upper river. painters, authors and singers. The trade | Large numbers have visited Occoquan perch were also caught.

Is a Typical Scotsman.

A typical Scotsman, born of Scottish on their outings. peasant folk, educated in a Scottish board dle classes as such works are ever likely to one and a half pounds. possessing a good voice, became a favorite bass," Hurley says, "and many big ones "orator" in demand for mass meetings, ought to be caught. The liver is filled

feel the importance of what is being said gives Mr. Macdonald the impressive marner that carries a conviction of sincerity and as the main thing, after all, a speaker is to secure the attention of his audience, this talent for grave ut liberally used has done much to build boatman disheartened him by telling him did condition. A few teal ducks were up his reputation. Humor he very sen- fishing would not be very good. terance on public questions wisely yet up his reputation. Humor he very sensibly avoids. The public dislikes it in a man of importance in politics, and it is was told by the boatman, "and you know fatal to be thought "funny" if you wish they don't often bite well two days in to be taken seriously by the public.

Cannot Afford to Joke.

Only politicians without an ambition jokes in parliament The British political tradition is against humor. Britons enjoy their "comic" speakers for the relief they give, but against intrusting them with responsibility. There is a deep-rooted suspicion, probably dating from Puritan times, that only the serious-mindel platform, can be quoted against him. In the same spirit he avoids all exaggeration in his speech and eccentricity in his life, for a man with a political lifeless. It was necessary to strip the career to make exaggeration or eccen- line in order to make them run. There tricity is often as d.sastrous as a charac- was not life enough in them to give us wrath, no hot words of youth can be laid to Ramsay Macdonald's charge. Still less can any suggestion of "oddness" in manners be alleged. The British public dislikes all "ocdness" in dress and ANCIENT SHIP SKELETON all peculiar views. It distrusts them, particularly in politicians, and Ramsay Macdonald has won, and retains, the confidence of men of all parties by his marked freedom from anything unusual. He has proved that even a socialist can dess and behave just like anybody else, and that social'st opinions are really very much the same as other opinions. The old notion that socialists were revolutionary persons bent on changing fundamentally the existing order of soclety disappears in perplexity before Ramsay Macdonald's clear ar ument

at me," exclaims the leader of the labor "I am a socialist Is there anything alarming about me? I believe that probably in some future time, the land and the in lustres of this country will be to be afra'd of in that? I believe that destitution ought not to exist, and Mr. Balfour and Mr. Llo d George both agree with me. I maintain that, as far as possible, every honest man who is unemployed cught to be able to find work, and who is there that will dare question such a statement? You see, my friends, how foolish it is to think of socialism as something wild and terrible

to be completer to the vanward in aspirations is fatal to fame." Hence he ter Mr. Macdonald's political life; it was, the coming movement, the Fab an Society was the incarnation of social and whaler. Many such were pressed into service in the god rush of '49 and brought argonauts around the Horn. Arrived within the Golden Gate, their usefulness ended, and they lay ab indoned in the stream until they were pulled ashore to serve as lodging places for the gold seekers.

In lact, the save him from demerits. In lact, the save him from demerits. In lact, the whole academy is anxious that Arnold shall remain in the service.

DEATH OF JOSEPH SPRIGG. politi al wisdom, and the independent labor party promised a likely way to the house of commons The Fabian Society and the I. L. P. were the agencies that gave Macdonald and many others a posi- Of Lonely Country Girl Who Finally tion in politics. H's marriage insured him against poverty, and removed h m from workmen's dwellings to more appropr ate quarters in Lincoln's Inn Fields, where manly lawyers have their Louise Collier Willcox, another prize enoffices. As wirepullers he and his lae try in our Sunday Magazine tomorrow. wife were never so successful as Mr. and many of them will say that it is not a W. Va., a son of Joseph Sprigg and Jane Mrs. Sidney Webb, earlier social sts. but Sunday Magazine story, for it is so dif- D. McMahon, daughter of John V. L. they understood that much could be accomplished by evening parties.

P. Ramsay Macdonald was easily first printed. It is different, and indeed we for the offi e of secretary to the new labor party, and his industry justified the appointment. The party, when it made appointment. The party, when it made appointment are not send and selected will show you how to buy an annuity. Will show you how to buy an annuity. Ilightness. "Somehow, though, I do miss prominent at an early age. He served in all waive that point," I averick Keep your mouth shut and last night will have published few like it, for the simple prominent at an early age. He served in all the prominent at an early age. He served in all m chairman, gave him a position of are written. high importance in the house of commons, Mrs. Willcox's extended residence in'o a liberal cabinet. For no one knows story writing, with her fine imagination the house of delegates. better than Mr. Macdonald that there are and power of analysis, have made her one no more worlds for him to conquer in the of the most entertaining magazine au- ginia he was chairman of the guberna- You are a poor man, you have worked erick asked. labor movement, and that the liberal thors in the field. In "The Transit" she party has made a wonderful recovery and has put her best efforts, with the result

is going ahead Once n the cab'net what is there to prevent Mr Macdonald from reach ng the the prize awarders. premiership? He is not yet forty-five. His knowledge no poor relations in politics.
Above all, Mr. Macdonald stands high with the serious and thoughtful of the Sunday Magazine.

development of a woll make a profound ture. This story will make a profound impression. Look for it tomorrow in our Sunday Magazine.



WEATHER.

Cloudy tonight and Sunday; not much change in temperature.

CONDITION OF THE WATER.

Temperature and condition of water at 8 a.m.: Great Fa'ls-Temperature, 46; condition, 22. Dalecarlia reservoir-Tempertature, 52; condition at north connection, 14; condition at south connection, 16. Georgetown distributig reservoir-Temperature, 52; condition at influent gatehouse, 15; condition at effluent gatehouse, 15.

UP-RIVER WATERS.

HARPERS FERRY. W. Va., November 4.-Potomac and

TOMORROW'S TIDES.

Low-12:55 a.m. and 1 p.m. High-6:46 a.m. and 7 p.m.

Many sportsmen are dividing their time

Scores of anglers have deserted the many hooks in the water," he said. really remarkable industry and a master- upper Potomac for points down the river, "There were motor boats there, and tney ful purpose, explains the successful ca- finding big-mouth bass more plentiful probably had something to do with prethan they do the game small-mouth spe- venting the fish from biting.

of a politician (call it "art" or "profes- recently and returned with stories of big slon if you will) was to be learned, the ropes were to be known, the causes of catches. A great many perch, catfish and ter and Chesley Ailes recently spent a failure to be avoided, the examples of pike of large size are being taken from day on the river at Harpers Ferry, success to be imitated. No man in our the water at Occoquan. It is reported where sportsmen have fished for a numtime has served his trade more faithfully. that birds and rabbits are quite plentiful ber of years. They caught fourteen bass near the place, enabling some of the Maj. Sylvester, who is game warden sportsmen to combine fishing and hunting of the District, was instrumental in

opportunity that promised an improved last Sunday at Weverton. He made a the number of persons who have fished position in life, and offered training and successful catch, returning with a string here since the stream was stocked. experience in politics. He taught him- of thirty-one fish. One of them weighed self to write, so that the monthly reviews three and a half pounds, the largest of have for years been open to his contribu- the thirty-one, while two others weighed tions on labor politics, and his books on two and a half pounds each. The others "Socialism" are as popular with the mid- weighed from three-fourths of a pound

to get rid of what he thought was an and no less an attractive speaker at polite gatherings where social questions were discussed. With imagination, with gentiating sympathy for the laboring people, with a logical mind that could give clear.

seemed more fond of chubs than they did ness of expression to certain so lal ideals, of mad toms Only two fish were caught and holding a pain conception of poltical progress. Mr Macdonald was entitled to succeed as a speaker.

His determination that the listener shall who did still fishing. who did still fishing.

Charles Macnichol was in Hurley's class low perch being caught. but the duck last Sunday. He was deserted by h's shooting was what appealed most to the fishing companion and it was necessary two sportsmen. for him to go it alone. He went to Point of Rocks, his favorite place. His were mostly mallards and were in splen-'Bass were biting well yesterday," he

"Sort of fill up one day and rest the next," the angler sugrested. The discouraging information did keep him off the river. He towed his for the front bench can afford to make boat upstream a short distance and fished back to Point of Rocks. About twenty bass came his way to be caught. His only complaint was that many of them were small, and he was obliged to put

them back in the river. George Lewis and Henry Otto selected | preventing the destruction of crops. can be earnest, and that sincerity goes Catoctin as the place to give the bass a ill with paradox. Mr. Macdonald, there- trial last Sunday. They went up on the fore, does not joke, and no witty saying morning train and were fishing by 11 mer served as a protection to both qua the evening train. "Bass were plentiful enough," said the benefit of a plentiful supply. Lewis when he returned, "but they were

ne two anglers landed a score of fish.

by Storm Over Sixty Years Ago.

SAN FRANCISCO, November 4.--Unearthed from its sleep of sixty years or C. Arnold of Pennsylvania, a third classowned and managed by the state, and a century ago was disc osed today by fourth classmen Sunday, October 22, in that it will be better so. What is there workmen excavating for a building. The t e presence of two young women. His spikes, lie within almost a stone's throw and assumed all responsibility. of the site of Fort Gunny Bags, where Whether Arnold was the only offender the vigilantes exacted swift justice in pioneer days, and nearly half a mile from but there is strong reason to believe that he is a vicarious sacrifice, and that but the present water front. It was believed at first that the skele-

ten was that of a Spanish ship of war, should be only partially before his time; room.

Probably a Whaler.

has never allowed his connect on with was between eighty and a hundled feet his part to get through.

A STRANGE STORY

Found Contentment.

When people read "The Transit," by ness ferent from the "sublime me odramatic" McMahon. When the trade un one joined the I. L. kind of tales that we have frequently

> that it certain y deserves and will doubt- Judge Goff. ess receive the serious consideration of

It is a strange study of a country girl health is good. He plays the game at who grew up in the most lonely sur-Westminster and in the constituences roundings, her people dying one by one with enspicuous ability. He has learned that one of the secrets of political success is to make use of everybody available and everything at hand, and to ac- development of a woman of her full na-

Jesse Middleton was at Chappawamsle parliament Ramsay Macdonald may bits or birds. An occasional sportsman last Sunday. He found the usual large speak more strongly and warm the hearts is found who prefers to go after turkey, number of fishermen on hand, but not of the multitude with fiery invective but but a single gunner rarely kills many many of them were able to return home with fish enough to make a showing. "The trouble was that there were to-Fishermen who used live bait caught a few big-mouth bass an la few pike. Some

Milton E. Ailes, Maj. Richard Sylves-

stocking the river with small-mouth black bass a number of years ago. He thinks school, Mr. Macdonald has seized every John W. Hurley was a lone fisherman the fish are still plentiful, considering

Inspector Harry Gessford of the police artment and Harry Clark recently several days at Shellfield, Va., where they made successful catches of big-mouth bass and rockfish. While on the river one day Inspector to be. He taught himself to speak and, "This is the season of the year to catch Gessford caught several eels, and the following day he made a desperate effort

> succeeded in catching some large fish. his guest. Fishing on the river about the Glebe Club was good, many big yel-

James P. Roots, Andrew Beyer, Charles

Babcock and Myer Fisher have accerted an invitation to spend a couple of days at Havre de Grace next week. The ducking season on the Susquehanna river opened Wednesday. The law imposes a license tag of \$5.75 for a sneak boat and \$20.75 for a sink box on the Susquehanna

Reports from Maryland and Virginia are to the effect that the country is overrun with rabbits. Many farmers are wi ling to permit gurners from the city to shoot rabbits on their farms as a means of Quail and wid turkeys are also plenti-The dry weather early in the sum of his, either in parliament or on the o'clock, leaving the river in time to catch and turkeys, according to reports from nearby states, and sportsmen are reaping

Detectives Robert Howlet and H. P. Pratt were at Occoquan one day last week. They had part of the afternoon to ter for humor. No amazing indiscretions of language, no generous outbursts of wrath, no hot words of youth can be ne two anglers landed a score of fish. wait for a train and they put in the time fishing. Much to their surprise, they landed nearly a dozen bass.

LOYAL TO HIS COMRADES, FOUND IN EXCAVATION TAKES BLAME FOR HAZING

Supposed to Have Been Cast Ashore Midshipman Arnold Penalized With 100 Demerits-Academy

> Stands by Him. ANNAPOLIS, Md., November 4 .- Joseph

more beneath the bustle and rush of the man at the Naval Academy, is undergocommission dist ict of this city, the skele- ing punishment just short of dismissal ton of a deep-water ship built more than for his connection with the hazing of two massive timbers of the old sea rover, held escape is due to the fact that when other together with hand-wrought copper midshipmen were in danger he confessed

for his generous conduct other midshipmen would be in danger of dismissal. a term, it will take careful behavior on the so laist and labor movement to effect his separation from the great body of progressive opinion or from the so laist and from the heavy timbers at the bow second class, one of whom has been aved anything in the world. life of the weal hier middle class liberals. it was argued that she was a New Engby him and do everything possible to remarked; "one in especial." The socialist movement was not to et- land whaler. Many such were pressed save him from demerits. In fact, te

Virginia Passes Away

CUMBERLAND, Md., November 4. Gen. Joseph Sprigg aged seventy-th ee missed it. years, died yesterday at his home on to be said? Washington street, after a lingering ill-

Gen. Sprigg had been a resident of

Admitted to the bar in 1858, he formed a partnership with ex-Judge Allen of Morrison to the your thousand pounds has been made I see." she answered, with an effort at in 1870 was attorney genera. He was declared. "The jury sometimes are very be the luckiest night of your life. Do very good to me, and made him pron se city attorney of Cumberland during the lard to convince by circumstantial eviand now, having rea hed that importance, the next step must surely take him abroad and long study and practice in Kean and later a nominee of his party for let us waive that point. Your position is "If I didn't I guess I'd go off my

He was a Mason and was a member of the Order of the Eastern Star. His your place. I am here to act for Mr. wife. formerly Miss Mary Ellen Stubble- Morrison. What is it that you want?" field, daughter of the late Dr. George H. "You are talking like a gent, sir." the Subb'efield of Cumberland, and four man said; "like a sensible gent, too. I'd daughters survive him.

The Allegany County Bar Association met yesterday, ex-Judge Ferdinand at any rate. I could easy find an excuse it?"

Williams presiding, and Representative for changing my job—perhaps get away "Mr. Morrison had decided to hook it, "If I liked!"

David J. Lewis, R. W. McMichael and from London altogether. I've got a few as you graphically say, before he came good you are!" and interprets their ideas. He is safe and respectable in his expressions of faith, and yet advanced Plainly. He will prese advanced Plainly. He will take place Monday afternoon from London altogether. I've got a few as you graphically say, before he came pointed a committee to draw up suitable resolutions on South mount of the death of Gen. Sprigg. The funeral is thought to have been started by care-less hunters.

| David J. Lewis, R. w. McMichael and pounds saved and I've always wanted to open as a certainty. How mittee to draw up suitable resolutions on both take place and pounds saved and I've always wanted to open as a certainty. How mittee to draw up suitable resolutions on both taken and send you one to good with us and we had had a less she leaned out for a moment to say ager of his bank.

| David J. Lewis, R. w. McMichael and they had tided over that twenty-four pounds saved and I've always wanted to open as a certainty. How mittee to draw up suitable resolutions of a wan fittle face with a faint open as a certainty. How mittee to draw up suitable resolutions of the came of the lips one but Laverick himself and the manner of her lips one but Laverick himself and the manner of her lips one but Laverick himself and the manner of himself and the manner of her lips one but Laverick himself and the manner of himself and the manner of her lips one but Laverick himself and the manner of her lips one but Laverick himself and the manner of her lips one but Laverick himself and the manner of her lips one but Laverick himself and the manner of her lips one but Laverick himself and the manner of her lips one but Laverick himself and the manner of her lips one but Laverick himself and the manner of her lips of a wan fittle face with a faint of the came of



Have The Facts At Your Elbow

NYBODY can read a newspaper. How many can read it intelligently? Can you? Do you A always understand the leading front page articles on affairs of Government?

The greatest factor in the American Government is not the Chief Justice of the Supreme Court, or even the President, but it is you, the American citizen. Your function of citizenship demands that you help to decide matters which vitally affect you and your country. The whole Government exists by right of your consent. The policies of each successful administration at Washington, whether Democratic or Republican, take their initial direction from you, the American citizen, at the ballot box. •



What Champ Clark Says:

The Speaker's Room, House of Representatives, Washington, D. C.

August 14, 1911. Mr. Frederic J. Haskin, Washington, D. C.

Dear Mr. Haskin: Your chapter on the House of Representatives for your book on "The American Government" is an excellent and succinct statement of the subject. Your friend, (Signed) Champ Clark.

The Judge in Court listens to both sides of the case with equal fairness, but how could he render a just decision unless he knew the law itself?

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HOW TO GET THIS BOOK

"I see, sir," he said, taking up his hat.

"Quite well. sir, and thank you," de-

clared Mr. Shepherd, closing the door oftly behind him.

The Lone'y Chorus Girl.

They stood together upon the platforn

can find your way down?"

OUT PROFIT TO ITSELF, the exclusive output of his valuable book for the District of Columbia. Cut the coupons (see page 2) from seven consecutive issues of The Star, and present them, with 50 cents to cover the bare cost of manufacture, freight and handling, and copy will be presented to you without additional cost. Bear in mind that this b. ok has been most carefully written; that every chapter it is vouched for by an authority; that it is illustrated from photographs taken especially for it; that it is printed in large, clear type fine book paper and bound in an attractive, durable manner. A TWO-DOLLAR VALUE FOR FIFTY CENTS. Act quickly, if you we a copy. Save seven coupons of consecutive dates and present them at The Star office, 11th street and Pennsylvania avenue, or at A. Doniphan's newsstand, King and Columbus streets, Alexandria. Each book by mail, 15 cents extra for postage.

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29. The Pan American Union Approved by John Barrett Director General

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Before publication the several chapters of the book "The American Government," by Frederic J. Haskin, were

read and approved by the following

1. The President Approved by V'il'in H. Taft

2. The Department of State
Approved by Philander C. Knox
Secretary of State

3. The Treasury Department
Approved by Franklin MacVeagh

6. The Postal Service Approved by Frank H. Hitchcock

7. The Interior Department Approved by Carmi A. Thompson

8. The Patent Office
Ap, ved by Edward B. Moore
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12. The Department of Commerce and Labor Approved by Charles Nagel

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HAVOC

E. PHILLIPS OPPENHEIM

Author of "The Moving Finger," "The Illustrious Prince," "The Lost Ambassador," etc.

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CHAPTER XVII.

The Price of Silence. The man's manner was expressive. Laverick repeated his phrase, frowning.

"His life!" "Yes, sir!" Laverick shrugged his shoulders. "Come" he declared, "you must not go

too far with this thing. I have admitted, continued, "the difficulty is in your case, so as to clear the way for anything you have to say, that Mr. Morrison would Mr. Macdonald has realized that a man bould be only partially before it. entails missing the Army-Navy foot ball he left your bar a few minutes after the game—no mean punishment in itself. As Arnold already has a number of de- that, therefore, he is necessarily implimerits, and only 230 are allowed during cated in his death. I cannot conceive anything more unlikely. The man smiled-a slow, uncomfortable

smile, which suggested mirth less than "There are a few other things, sir," "Well?" Laverick inquired. "Let's have You had better tell me everything that is in your mind. "The man was stabbed with a horn

"I remember reading that," Laverick all of a sudden. That wouldn't do no been one of relief. They turned silently admitted. "Well."

The knife was mine," his visitor affirmed, dropping his voice once more to a invested it, or two pounds a week for an asked. counter, close to where Mr. Morrison was I've no wife or children, sir. I was is nothing else to do." leaning, and as soon as he'd gone I thinking of an annuity. With two pounds "Isn t it rather sad for you there by

Laverick was silent. What was there one again. "Horn-handled knives" he muttered. "are not uncommon trings." extent of two hundred and fifty pounds. touring. They are taying a little toward "One don't possess a knife for a matter Cumberland for twenty years. He was born at Swanponds, Hampshire county, W. Va., a son of Joseph Sprigg and Jane of eight or nine yeas without being able. They will be deposited in a bank. So ne to house or I should have to go into day you can look in and see me and I rooms. As it is, I think that it would be deposited in a bank. So ne to swear to it," the other remarked, day you can look in and see me and I rooms. As it is, I think that it would be deposited in a bank. So ne to house or I should have to go into the day you can look in and see me and I rooms. As it is, I think that it would be deposited in a bank. So ne to house or I should have to go into the house or client, who has speculated under my in-

"There don't need to be," was the quie

"You know that, sir. So do I. reply. clear enough. You go to the inquest, you chump. While in the le slature of West Vir- tell all you know and you get no hing torial contest committee that settled the hard all your life. The chance has one controversy between Judge Fleming and in your way to do yourself a little good. a way of getting a drop too much whe Now, take my advice, don't spoil it all by I'm by myself. Then I tumbles off to Gen. Sprigg organized the West Vir- asking for anything ridiculous. It won't sleep and that's the end of it. I've no ginia Bar Association and was its first do for you to come into a fortune a few fancy for company at such times." days after this affair, especially if it ever "It's a good thing," Laverick remarked comes out that the murdered man was in thrusting his hand irto his pocket. "You are talking like a gent, sir." the tonight, at any rate. That's all, isn't it?" have to keep it quiet, of course, that I'd "unless I might make so bold as to ask early. Then I would take you to the

atching the receding train. The gir's 'es were filled with tears, but I averic' as conscious of a sense of immense re ef. Morrison had been at the statio &*******************

ome time before the train was due to eave, and although a physical wre k e seemed only too anxious to depart. He had all the appearance of a brokena satisfactory balance to commence spirited man. He looked about him on with?" Laverick asked. he platform, and even from the carriage "I was thinking of a thousand pounds in the furtive way of a criminal expecting Laverick was thoughtful for a few moapprehension at any moment. The whistle of the train had been a relief as great to "By the way, what is your name?" him as to Laverick. "James Shepherd, sir," the man answered; "generally called Jim. sir." you see She herd." Laverick

row I shall buy shares for you to the me always. They star ed off last we.

structions successfully, and you will sign

"Do you talk when you're drunk?" Lay

"Never, sir." the man declared "I

"Here's a five-pound note on account I

daresay you can manage to keep sober

"That's all sir," the man answered,

"We'll write you to New York, care of Barclays." Laverick called out. "Gool luck, Morrison! Pull yourself togethe. and make a fresh start. as in all similar ones, that one never Morrison's only reply was a somewhat knows where the thing will end. A thou-

feeble nod. Laverick had not attempted sand pounds is a considerable sum, but in four amounts, with three months' in- to shake hands. He fet himself, at the last moment, stirred almost to anger by terval between each, it coud be arranged. Two hundred and fifty pounds is not an this man had offered to the girl he had unheard-of sum for you to have saved or got together. After that your inve t-ments would be my lookout, and they would produce, as I have said, another her if she had not drawn his face down seven hundred and fifty pounds. But to hers and whispered a reassuring little what security have I-has Mr. Morrison message. Laverick turned away. For let us say-that you will be content with some reason or other he felt himself shuddering. Conversation during those last "He hasn't any, sir," the man admitted few moments had been increasingly diffiat once. "He couldn't have any. I'm a cult. The train was off at last, however, modest-living man, and I've no desire to and they were a one. The girl drew a go shouting around that I'm inde endent long breath, which might very well lav-

"It lay on the edge of the annuity, my health being none too good. "Yes." she answered, listlessly. "There a week I'd have no cause to trouble any yourself? "It is the first time," she said. "An "It is the first time," she said. "It is the first time," she said. And the mother have I ved with the said. "Tomor-other girl and her mother have I ved with the said.

> Laverick looked at her wonderingly. "You seem such a child," he sad your name and become a customer. After be left all alone in the world like this." wil show you how to buy an annuity. lightness. "Somehow, though, I do missee much of him, but one fel: a ways that there was somebody. It's different now.

> > unch, as I lave a busy day before me you can make no mistake." but we might have dinner together quite!

"Good night!" Laverick answered. "You Advertising Talks

To the Readers of The Star Laverick sat down in his chair. He had forgotten that he was hungry. He was faced now with a new tragedy By JOHN IRVING POMER, Fditor of Printers' Ink CHAPTER XVIII.

> I have a good friend, an architect, who has just bought a f rm way back in the country, thus doing what most of us city-confine inhabitants dream of doing sometime. Through a rather extended association, he has caught the advertising spir t from me, and I have learned much about architecture from nim. Now he has his ideas about getting on as a farmer. He believes

that he can apply advertising to farming. He told me of a bold idea of his, and inasmuch as he was reared on a farm, and as his father ! a most progressive farmer on a large scale-the father's barns and house are lighted with homemade gas, and his churns, washing machines, etc., are operated from a homemade electric plant-I am inclined to believe his plan is not without practicabil ty. He said: "My plan is to interest some person with considerable capital and buy a chain of farms in the same general district. The chain store

"Having bought the right kind of land, ra'se fruit and seasonable vegetables-potatoes, onions, peas, apples and peaches, concentrating on flavor and quality. You can secure good farm superintendents from the state agricultural schools. Operate the farms as you would a factory, with a similar organization and subjected to a similar sys-

idea has worked successfully, and I don't see why a chain farm palm

"Make use of every facility of modern agricultural science and of business method, then apply advertising to the selling. It is in selling that the farmers today are weak. They merely supply a demand which they think is fixed and unalterable. But you and I know that the demand for farm products can be created and controlled, as is that for different brands of tobacco, for instance. "Let the products of this chain of farms be sold under a trade mark. It is vital that every package, every box and every conta ner

be stamped with the trade mark. Apples and peaches could be sold wrapped and the wrapper should bear this trade mark. It would soon come to stand for quality, if printed consistently in the advertising. That is already being successfully done in the case of oranges and grape fruit. "The advertising should promote the 'dea of 'Va'ley Farms' (f this

were the trade mark) quality and reliability. Every bit of publicity the people who want absolutely good things to eat. Since the enactment of the pure food laws, people are much concerned about what they eat, and this feeling will assure your advertising of an interested

"It wouldn't be long before you would be selling 'Valley Farms' products at figures higher than any other farmer could possibly get. People will pay for an assurance of quality in things they eat." Only those who forget that many a great enterprise was once a dream in some man's mind will call this plan of my friend's absurd.

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gart. I can get a bus just outside. I rooms breakfasted and made his way to never have taxicabs." "Just this morning," he insisted, "and The morning papers had nothing new

think he won't trouble you for his fare, to report concerning the murder in You must let me, please. Remember, that Crooked Friars alley. Evide tly what inthere's a large account open still between formation the police had obtained they your half-brother and me, so you needn't were keeping for the inquest. Lave ick

-those worderful eyes-spoke volumes "Just as you like," he a swered. "I'd Even then Laverick found it hard to "If you really mean it," she said, "I be very glad to fetch you, if you prefer leave. During the day a dozen people of it, but it would give me more time if you so had been in to ask for Morrison. The "Supposing we start today," he sug-gested, smiling. "I cannot ask you to ten the address down on this card so that Morrison had gone abroad on private She laughed gayly.

come into a bit of money—just at present, whether Mr. Morrison has really hooked at any rate. I could easy find an excuse it?"

| Come into a bit of money—just at present, whether Mr. Morrison has really hooked theater and meet you afterward, if you are treating me as though either as one of the luckiest men on early theater. I were a baby. I'll be there punctually, or as a financier of consummate skilling. "If I liked!" she whispered. "Oh, how and I don't think I need tie the card The failure of Laverick & Morrison had

"I too," Laverick said with commendable mendacity, "am rather a lone) person. You must let me see something of you now and hen."

She looked up at him quickly. Her gaze was altogether disingenuous but her eyes where I live. It's such a horrid part."

Where worderful eyes—stoke volumes.

Your half-brother and me, so you need?

She looked up at him quickly. Her gaze where I live if I may," she said.

"I et me fetch you, if I may," she said.

"It isn't nice for you to come own to whose shadow he had the live is such a horrid part."

Where worderful eyes—stoke volumes.

"I'm a so you need?"

Where so you need?

"I et me fetch you or will you come to office, had little or no time to think o the trace of the long-predicted boom had are rived at last. Without lunch, he and all these worderful eyes—stoke volumes. "Just as you like," he a swered. "I'd Even then Laverick found it hard to business for the firm. Very few were de ceived by Laverick's dry statement. I "You know, all the time," she said, "I was quite aware that he was looked the